

**MINUTES  
HISTORICAL PRESERVATION AND RESTORATION BOARD  
REGULAR MEETING  
TUESDAY, JANUARY 24, 2017**

**PRESENT:** Gretchen Cash  
Ann Christman  
Clare Connally  
Marjorie Cutler  
Carol Dingman  
Connie Hardy  
Bitsy Laney  
Kay Lynn Lyon  
Patsy Mayo – Emeritus  
Beth Wood

**STAFF:** Derrick Birdsall  
Historical Park Supt.  
  
Kim Jolly Chapman  
Historical Park Coordinator  
  
Jamie Rigsby  
Curator

**ABSENT:** Scott A. Ames  
Kellie Gallop

The meeting was called to order at 6:37 P.M. by Board Chair, Clare Connally.

**APPROVED MINUTES:** The minutes were approved after making a few revisions. On page 10, the first sentence of the third paragraph was removed and the fifth paragraph was removed and the next to last paragraph was removed. Bitsy Laney moved to approve the October 25, 2016 minutes. Connie Hardy seconded. Carol Dingman moved to approve the revised minutes from November 29, 2016. Ann Christmas seconded. Motions carried unanimously.

**CONSIDER EXCUSING THE ABSENCE OF KELIE GALLOP, CONNIE HARDY AND BITSY LANEY FROM THE OCTOBER 25, 2016 BOARD MEETING AND KELLIE GALLOP AND KAY LYNN LYON FROM THE NOVEMBER 29, 2016 SPECIAL CALLED BOARD MEETING:** Following the lead of City Council, Board absences will need to be excused at the following meeting by the members of the Board present. Carol Dingman moved to excuse those named with the understanding that Clare Connally will be talking with Kellie regarding her absences. Ann Christman seconded. Motion carried unanimously.

**DISCUSS CALLED CITY COUNCIL MEETING:** City Council is having a called meeting at 6:00 P.M. on Tuesday, January 31 to discuss the bond election. Jeff Harting, Parks and Recreation Director, asked Derrick Birdsall to submit the package on the North Texas History Museum/Conference Center that he presented to the Bond Committee a few months ago. Mary Ludwig will read from the journal at the Council meeting tonight. A volunteer will be reading from the journal to the Council on February 21, 2017.

Carol Dingman suggested we present our Building Committee findings at the Council meeting on January 31. Carol broke down the cost of each segment for some members of Council. The Museum came to 4 million dollars. The Park generated \$192,000 last year.

Carol spoke to Councilmen Mike Bomgardner and John Norwood trying to convince them the City should buy the property on Ford Road. She mentioned several reasons. It could be a zoning problem if we don't buy it. We could buy it now and up-date and customize it in the future.

Carol suggested talking to the Council again and writing and calling them about the building and buying the Ford Road property. Clare is concerned about speaking to the Council about it again so soon. The Board agreed to table the issue until Council decides about the bond election. Of the original 3.5 million dollars that Council originally designated to the Historical Park, there is 2.5 million dollars left after one million was set aside for the Trails. There is likely no additional money unless the bond is successful. Carol explained the difference between a Certificate of Obligation – approved by Council and a General Obligation Bond – which is voter approved.

**DISCUSS ADDITIONAL ADVERTISING OF THE HISTORICAL PARK:** Beth Wood thanked the staff for the advertising and exposure out there now. She showed us several other avenues to get positive park exposure. Kim Jolly Chapman said that the North Texas Giving Day supplement in the Dallas Morning News would have a feature about the Park in it next year. Beth suggested t-shirts listing every Park event to sell or give to volunteers or to sell at Farmers Market. She also suggested putting the Park on eventbrite.com and showed us Bella Vista magazine. Other ideas were signs like the Firehouse Theater puts in yards. The Board agreed that Bradley Kent the new Marketing Coordinator for the Parks could be involved in this. We could help him create a “wish” list. Bradley will be coming to our next meeting. Beth also told the Board that we could get a free ad in AAA magazine. Staff informed the Board that Texas Monthly is going to run a feature in the Park. Kay Lynn Lyon talked about the possibility of volunteers like Linda Bambino promoting the theater. The Board agreed putting signs in yards might not be a good use of our time. Carol Dingman said there is money in the City's budget for marketing. The Board was receptive to Beth's creative ideas.

**DISCUSS THE HISTORICAL PARK'S RENTAL POLICY:** Staff thanked everyone for their input on the rental policy. The changes being proposed are in doing away with resident/nonresident levels of fees and incentivizing hotel/motel stays instead; moving away from the current alcohol guidelines and going to an approved vendor list; and to change the reservation calendar to a 3-year period. Offering other rental opportunities such as birthday parties, anniversaries, memorial services, etc. was discussed. Also rate changes will be made to get the Park in the same range as our competition. Carol asked if the Park might get a percentage of the profits if a vendor wanted to be on the “preferred” list. Staff will look into the suggestion and report back at a later time.

Currently, brides can go online to obtain information. Once initial contact is established, Kim Jolly Chapman handles the coordination with them by meetings, emails and phone calls.

**DISCUSS THE HISTORICAL PARK'S FIVE YEAR PLAN:** Derrick Birdsall said some of the goals are in the Park's control and some are not. Bitsy Laney asked what matrix dashboard is. Derrick explained it is to measure accomplishments. Carol Dingman asked about the Gilbert brand. Derrick explained to us that it was just discovered during the transcription process of the Gilbert journals - it's a capital G with a half circle over it. Carol asked if they could add the dollar amount predicted to be spent beside each goal in the Five Year Plan.

Derrick suggested we might paint a sponsor billboard on the back of the Service Station wall that fits with the period like possibly a Dr. Pepper billboard or some other product or vendor popular in that period that might pay us for the ad/exposure.

Carol said we need a good development person to create grants and find sponsors. Marjorie Cutler agreed. It was felt that we need a long-term contractor for that job.

Kim Jolly Chapman explained that the outdoor kitchen is historical to the Gilbert House. Kitchens were separate from the house to prevent house fires.

Staff is working on structural foundation, bringing in the garden and building the outdoor kitchen as part of the Gilbert Project. The journal transcription has been a huge benefit to find herb and drug names and items Dr. Gilbert purchased on his trips to Dallas. New discoveries from the journal will result in changes in the Gilbert House that reflect what has been learned.

Clare announced that there is a new Lifetime member of the Friends – a bride.

**DISCUSS WITNESS TO HISTORY:** The Board received an application for the *Witness to History Award* from the James A. Smith Masonic Lodge No. 395 which has been in Farmers Branch nearly 120 years. Gretchen Cash made moved to accept the nomination. Kay Lynn seconded. Motion carried unanimously. The application will go to Council in soon.

**UPCOMING EVENTS:** The schedule of upcoming events was included in the Board's packet and discussed. Clare Connally encouraged the Board to dress in 60's attire for the Boards and Commissions dinner.

#### **COMMITTEE REPORTS:**

- A. COLLECTIONS:** Jamie Rigsby was present to discuss the Collections report. The Depot is scheduled to be repainted this budget year and staff was able to get MKT specific colors so they will be 'period' correct. The Christmas decorations have all been taken down. There were 400 volunteer hours in collections alone last year.

There were donations from Roger McKemie, Kim Downs and Jamie Rigsby. Bitsy Laney moved to accept the donations. Marjorie seconded. Motion carried unanimously. Marjorie Cutler moved accept the donations from Roger McKemie. Gretchen Cash seconded. Motion carried unanimously. Kay Lynn moved to accept the donations from Jamie Rigsby. Ann Christman seconded. Motion carried unanimously.

- B. FRIENDS OF THE HISTORICAL PARK:** No report.

- C. MUSEUM EDUCATION/VOLUNTEERS:** Derrick Birdsall praised the Park's volunteers. Nearly 4,500 volunteer hours were logged in 2016. That's over \$101,000 in in-kind donations to the Park.

- D. MUSEUM/PLANNING:** No report.

**E. MUSEUM STORE:** Kim Jolly Chapman announced that the staff completed software conversion from CLASS to Active Net for the Museum Store.

**F. ORAL HISTORY:** Kim Jolly Chapman said Dara Jones will start in the near future as contract oral historian.

**G. PROGRAMS AND SPECIAL EVENTS:** No Report.

**H. REVENUE:** No report.

**I. WEDDINGS:** Kim Jolly Chapman is attending the annual bridal show at Dallas Market Hall this weekend.

**DIRECTORS REPORT:** The Director's Report was included in the Board's packet and discussed.

**ADJOURNMENT:** The meeting was adjourned at 9:15 P.M.

RESPECTFULLY SUBMITTED:

  
Gretchen Cash, Secretary

  
Clare Connally, Board Chair